

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Agricultural Marketing – Setting up of Modern Terminal Market Complexes – for Fruits Vegetable and other perishables under Agricultural Market reforms identified by the Yes Bank as consulting agency – Orders – Issued.

AGRICULTURE & COOPERATION (AM.II) DEPARTMENT

G.O.Rt.No. 937

Dated 28 7.2009

Read the following:-

1. From the Agricultural Maktg Advisor, GOI
D.O.Lr.No.17011/1/2004-M2 dated 13.1.2006
2. G.O.Ms.No.295 Agri & Coop (AM.II) Dept., dt. 21.9.2007.
3. Govt.Memo.Nno.297/AM.II(2)/2006 –5 dated 5./12.2007.
4. From the C&DoM A.P.,Hyderabad, lr.No.Projects/1099/2006
dated 27.8.2008.
5. From the Commissioner & Director of Agriculture &
Marketing, A.P., Hyderabad Lr. No.Projects 1099/2006
dt.13.11.2008.
6. G.O.Rt.No.847 Agri (AM.II) Department, dated 9.7.2009.
7. From the Commissioner Food Processing and Commissioner & Director
of Agriculture Marketing, A.P., Hyderabad Letter No.
Projects/1099/2009 dt.21.7.2009.

ORDER:

The Ministry of Agricultural Department of Agriculture & Cooperation has conceptualized and introduced a scheme for setting up of Modern Terminal Markets Complex for fruits vegetables, flowers, aromatics, herbs, meat and poultry under National Horticulture Mission, which will be implemented in a public Private Partnership (PPP) Mode. The concept of terminal markets has been envisaged to operate on a Hub- and- Spoke “format where in terminal market (the hub) would be linked to a number of collection centers (the spoke) located in key production centers to allow easy access of farmers. The Markets would be operated professionally in a manner that integrates farm production with food processing industries, retail chain and emerging global markets, offering premium price to the farmers based on quality in a competitive and transparent manner. These markets would function independently of the existing Government regulated markets. During the State Ministers’ conference convened by the Union Agriculture Minister at New Delhi on 20.2.2006, it was announced that the Government of India in the first phase will take up the establishment of terminal markets in 7 States including Andhra Pradesh and National Institute of Agricultural Marketing, Jaipur will assist the Government in preparation of detailed project reports.

2. In the reference 2nd read above Government have decided for establishment of terminal markets in Andhra Pradesh, and nominated the Commissioner & Director of Agricultural Marketing as Nodal Officer for implementation of the Scheme in Andhra Pradesh. In the reference 5th read above The Commissioner Food Processing and Commissioner & Director of Agricultural Marketing A.P.Hyderabad has furnished a proposal for undertaking the management of bid process for selection of Private Entrepreneurs for implementation of Modern Terminal Market Complexes with a panel of 3 consultancies namely,(1) Yes Bank Limited, Hyderabad, (2) J.J. Associates, Visakhapatnam, and (3) Nalanda Associates, Hyderabad.

3. In the reference 6th read above, Government have been constituted a Committee, under the Chairmanship of Principal Secretary to Govt. Agriculture & Cooperation Department , for selection of private entrepreneurs to set up and develop framework for the bidding process for implementation of Modern Terminal Market Complexes at Hyderabad, Visakhapatnam, and Tirupathi. The said committee

P.t.o.,

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met on 13.7.2009 and recommended the Yes Bank, Hyderabad be awarded consultancy for setting up of Modern Terminal Market Complexes at Hyderabad, Tirupathi and Visakhapatnam, and subject to approval of Government of India for the other three Modern Terminal Markets at Guntur, Kadapa, and Warangal.

4. Government after careful examination of the recommendations of the Committee hereby accord permission to the Commissioner, Food Processing and Commissioner & Director of Agricultural Marketing, A.P., Hyderabad to enter into agreement with "Yes Bank Limited" Hyderabad as a consultant for setting up of Modern Terminal Market Complexes at Hyderabad, Tirupathi, Visakhapatnam, on the terms and conditions approved by the expert Committee constituted in the reference 6th read above. The Commissioner Food Processing and Commissioner & Director of Agricultural Marketing, A.P., Hyderabad is requested to send draft agreement containing the scope of services along with negotiated remunerative scheme and timeframe for each of the three phases of consultancy for approval of the Government.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

K.R.KISHORE,
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Commissioner Food Processing and Commissioner &
Director of Agricultural Marketing, Andhra Pradesh, Hyderabad.
Copy to P.S. M.(Marketing & Ware Housing).
Copy to Sf/Sc.,

//FORWARDED BY ORDER//

SECTION OFFICER